

Automotive News

November 27, 1989

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mazda
IT JUST FEELS RIGHT.

Mazda wanted an upscale image; research showed that people buy emotionally; so, "It just feels right."

NEW SLANT: Makers alter advertising approach to meet demands of a tough market

By Ariana Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

A soft, highly competitive market has forced some carmakers to enter the next decade with revised advertising campaigns and strategies.

Catchy slogans coupled with fast cars, pretty women and upbeat

music is still the way most manufacturers showcase their products. But slumping sales and sagging profits have caused some domestic makers and importers to veer from the tried-and-true to less traditional advertising and marketing stances.

Shots of cars going off cliffs, the

use of movie screens and video cassettes and commercials created to appeal solely to customers' emotions are among the ways manufacturers are trying to upstage the competition.

Nowhere is the change more dramatic than at Chrysler Motors.

see CAMPAIGNS, page 54

Customer comes first in Infiniti training

By Jesse Snyder
AUTOMOTIVE NEWS STAFF REPORTER

SCOTTSDALE, Ariz. — At 163 mph, the big Infiniti sedan has crept past the highest number on the speedometer.

Former Indy-car Rookie of the Year Dennis Firestone is having fun, swinging the sedan from high to low through the 40-degree banked corner; two helmeted dealer employees are grinning and holding tight in the back seat.

All in the cause of customer satisfaction.

Minutes earlier, 28 dealer service and parts managers and technicians had driven M30 coupes and Q45 sedans for laps on the closed track at speeds up to 130 mph. For some, it was the fastest they had ever driven, producing anxiety before and exhilaration afterward.

Jimmy Holt, parts manager at Crown Infiniti in Birmingham, Ala., has done some short track and street racing.

"I was just accelerating the M30 out of the pits and concentrating on setting myself up on the banked

turn," Holt said later. "I was about to comment on how smooth the car was handling when my instructor said, 'You know the (M30) speed limit is 115.' I looked down and I was over 130 and still on the gas."

Dinner conversation that night was dominated by studiously understated comments about how fast the new Infiniti models were, and about how competitive Mercedes, BMW, Jaguar, Lexus and Acura models had compared in side-by-side slalom, acceleration, handling and braking tests.

The full day at Nissan's Advanced Testing Center in Mariposa, Ariz., is an important part of Infiniti Division's extensive eight-day training program for virtually all dealer personnel, said Ed Bradley, national sales operations manager.

"We want them to have the personal experience of not only knowing what our cars are capable of, but also understanding what they are competing against," he said. "After a day out here, they can speak enthusiastically and knowledgeably about our cars."

"In fact, when the sales consultants are out here, most have their

see INFINITI, page 57



Technicians study their new cars.

Japanese bullish on U.S. expansion

'Transplants are murdering' Big 3

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

The Japanese industry is moving aggressively ahead on U.S. turf, and analysts are warning louder than ever that the early 1990s do not look good for the Big 3.

This week in East Liberty, Ohio, Honda Motor Co. will open its third North American car plant, a \$450 million facility that can provide another 150,000 U.S.-made vehicles a year.

The new plant brings Honda's total North American production capacity to 590,000 annually. The company has a facility 15 miles away in Marysville, Ohio, that yields up to 360,000 Accords a year, and it produces three-door Civic hatchbacks in Alliston, Ontario, at the rate of 80,000 a year.

For Honda, East Liberty is one more step in a 10-year-old strategy of expanding U.S. production for bigger U.S. sales. For the domestic industry at large, the new plant means more U.S. auto plant capacity, more competition and more evidence that the transplants are a force to be reckoned with.

"The transplants are murdering all of us — all of the Big 3," Chrysler Corp. Chairman Lee Iacocca told reporters in Washington last week. He warned that new plant closings were ahead.

Japanese makers, meanwhile, enter the 1990s looking forward to further expansion in the United States.

Next month in Georgetown, Ky., Toyota Motor Manufacturing Corp. launches its \$300 million powertrain plant, a facility that will cast,

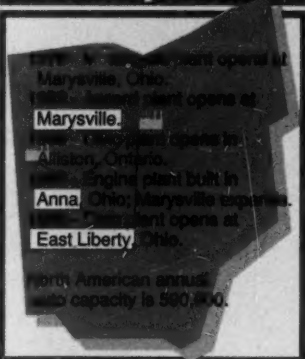
machine and assemble most of the components for about 300,000 engines a year.

At the same time, Nissan Motor Co. is pushing ahead with a \$490 million project to double capacity at its Smyrna, Tenn., car plant to 440,000 vehicles annually. The company also confirmed last week that it will spend about \$200 million to double vehicle capacity at its Mexico auto plant.

Last month Subaru-Isuzu Automotive Inc. said it had accelerated by two years its plan to double capacity at a newly opened plant in Lafayette, Ind. And Mitsubishi Motors now confirms that it is pursuing a plan to build engines at its joint-venture car plant with Chrysler in Normal, Ill.

see JAPANESE, page 58

Chronology of Honda plants



AUTOMOTIVE NEWS / CAROL A. DEWITT

Olds ends cash rebates, improves dealer incentives

By Ariana Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

In what is viewed as a small victory for dealers, Oldsmobile abolished its customer cash rebates — with the exception of a first-time buyer program — and directed all incentive cash to dealers.

Pontiac has customer cash rebates on 1990 models but dropped the buyer rebates on 1989s. It has dealer rebates on both 1989 and 1990 models.

Oldsmobile's "New Generation — Sell-A-Bration" program went into effect Thanksgiving Day.

The idea behind the new strategy, said David E. Lahti, Oldsmobile general sales and service manager, is to allow "dealers to tailor their customer incentives to their respective market" and to make the program simpler.

"There has been a lot of confusion in the market with the variety of incentives that are available to the customer, and we believe this new program will be simpler and easier for the dealer and the customer," Lahti said in a prepared statement.

Ron B. Tonkin, president of the National Automobile Dealers Association, applauded the change in marketing strategy at Oldsmobile but said that it doesn't go far enough. He said the next step is for General Motors to take the program corporate-wide and to reduce the price of its products.

"It's a slow start, but a positive start," said Tonkin, who operates 10 dealerships and 17 franchises in Portland, Ore. "Consumers vote with their cash, and they are voting

see INCENTIVES, page 58



Big 3 intensify export sales efforts in Europe

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — Ford Motor Co. and General Motors are increasing their efforts to boost exports of North American-built vehicles to Europe.

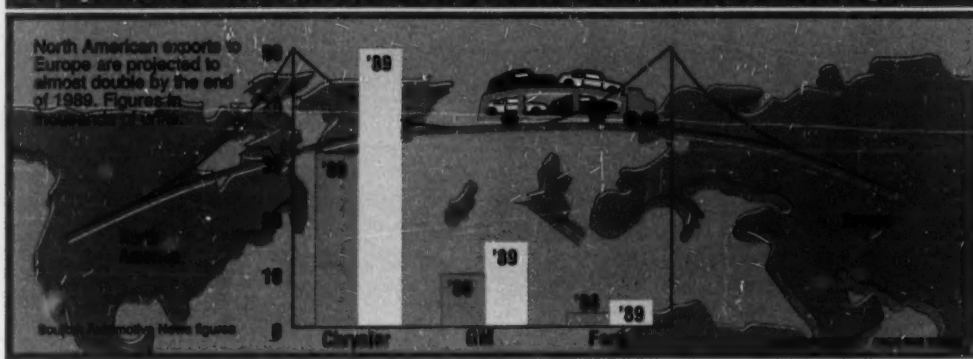
Ford has decided to begin sales next year in the 2.6-million-car West German market — Europe's largest and most competitive — and GM has begun a major dealer recruitment effort to go with a big advertising push.

Chrysler Motors, which re-entered the European market last year, plans to export 50,000 vehicles to Europe in 1989.

GM expects sales to jump 80 percent next year, from 15,000 in 1989 to 27,000. The breakdown includes an estimated 5,000 units each in Germany, Switzerland and Sweden; 3,000 in Finland; and the remainder through smaller national markets.

The increase is expected to result primarily from expansion of the

Shipments of North American vehicles to Europe



dealer network. GM international export sales now has 125 dealers in Europe outside France and Italy. In those two countries, GM's national sales organizations handle sales of North American-built vehicles.

Gary Meter, executive director

of General Motors North American Vehicles-Europe, said he expects to be nearing 200 dealers by the end of 1990 and 350 by 1992.

"We have a concerted effort now to sign up dealers," he said. About 20 have been added during the last three months. About 80 percent of

the dealer organization will consist of current Opel dealers.

GM also has started a major advertising offensive in Europe — backed by an estimated one-year budget of \$20 million — to improve the image of U.S. cars and demonstrate GM's seriousness about re-

turning to the European market.

"There is very little resistance from a purely nationalistic point of view, or at least not as much as in the past," Meter said. "For some people, buying American is a kind of a goal."

GM offers Chevrolet Corsica and Beretta — the top sellers — Caprice and Corvette; Pontiac Grand Prix, Bonneville and Firebird; Buick Park Avenue; and most Cadillac models.

GM also offers the Chevrolet S-10 Blazer, Astro van and G-body van, which is a big seller in Sweden because light commercial vehicles escape the country's heavy tax on passenger cars. The latest entry, along with the four-door Grand Prix, is the Pontiac Trans Sport minivan, which will not arrive in significant volume until late this year.

Meter said another reason for the expected increase in volume next year is the addition of several

see BIG 3, page 56

Chrysler praised, Honda rapped on air-bag use

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — Chrysler Motors may be the country's No. 3 automaker, but it's tops in the books of the industry's safety watchdogs.

Chrysler was lauded last week by three consumer groups that rated carmakers on their current and future plans to use air bags.

The company is putting air bags in 92 percent of its 1990 vehicles, including the low-priced Dodge Omni and Plymouth Horizon.

American Honda, the fourth-largest car retailer in the United States, was called the "biggest disappointment" and chastised for having air bags on only its most expensive car, the Acura Legend.

The survey of the 12 biggest-volume makers was a group effort by two powerful Ralph Nader-founded groups, the Center for Auto Safety and Public Citizen, and a smaller organization, Motors Voters.

The rankings were based on a weighted average of factors, including the number of 1990 models

with air bags as standard equipment, future air-bag plans, occupant protection features in all seating positions in cars and vans, information provided to dealers and the contents of company ads.

Honda, which disputed the ranking, was among the five Asian auto companies that received failing grades.

It was joined at the bottom of the scorecard by Nissan Motor Corp. in U.S.A., Mazda Motor of America, Hyundai Motor America and Subaru of America.

Honda was singled out, not only because of its size, but because it had no promotion campaign for air bags and its dealers misinformed consumers, said Clarence Ditlow, executive director of the Center for Auto Safety.

But he said, "Chrysler's accomplishment is all the more remarkable since it came from being one of the staunchest opponents of air bags to leapfrogging the original leaders, Ford and Mercedes."

Mercedes-Benz of North America came in second, earning points for being the first to sell air bags,

No hard sell on air bags in D.C. area

As part of their survey, consumer activists posed as shoppers and visited 27 dealers in Virginia, Maryland and Washington this month.

They asked a variety of questions about air bags and their availability. Some answers indicate that customers might be advised to do some homework on the subject before visiting the showroom.

Here is a sampling of responses:

● A Chrysler retailer in Virginia encourages air bags, says they're great and believes they're standard in every Chrysler product (they aren't).

● A Maryland Oldsmobile dealer said "they aren't worth the extra cost." Olds offers them as options on its 88 and 98 models, and they

are standard on the Toronado.

● "Only drivers that are 16- or 17-years-old need them, but not 'mature' drivers," said a salesperson at a Virginia Hyundai store. "Inadvertent deployments have caused accidents. They don't always work as designed. You can only get them in Chryslers and high-quality cars."

● "You don't need them because the car has (a) 'safety capsule' and the engine will drop down in a crash," said a Volkswagen dealer in Virginia.

● "Air bags are not necessary; the seat belt is all you need," said a saleswoman at a Virginia Mazda dealership. She said she didn't know how air bags work but knew they were standard in the Miata.

— Diana T. Kurylko

for offering passenger-side air bags in 13 of its 14 models and because it was one of only two auto com-

panies surveyed to include air bags in all its cars.

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Saturn dealers drive and approve their car

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

Saturn dealers, after test-driving the cars they will begin selling next fall, predicted their vehicles will sell well against Japanese imports.

Some 57 Saturn dealerships were represented recently at General Motors' proving grounds in Arizona where dealers test drove Saturn developmental cars for three days. For comparison, they also drove imports that will compete directly with Saturn, including models from Toyota, Honda, Acura and Mitsubishi.

"I was very impressed," said Louis Fusz Jr., a Saturn dealer for the St. Louis area. "They have created a drivetrain that is very competitive. The suspension system is competitive. The longer wheelbase on the Saturn gives it a better ride than the competition. And it's good looking."

Fusz said the Saturn cars outperformed import models during the test drive. "They did as well or better than the high-priced im-



One dealer found Saturn's longer wheelbase allowed a smoother ride.

ports," he said.

He predicted the Saturn models will do well in the marketplace, too. Fusz sells Chevrolet, Pontiac, Dodge, Mazda, Subaru, Toyota, Nissan, Suzuki, Isuzu, Rolls-Royce and Bentley.

Joseph "Rick" Hendrick, a Saturn dealer for the Charlotte and Raleigh-Payetteville, N.C., areas, also was impressed.

Hendrick, a former race car driver and owner of three Winston

Cup race car teams, was one of five dealers on the Saturn steering committee. He said he was concerned from the start that the Saturn engine, transmission and suspension had to match the Japanese competition.

"I was very vocal that Saturn really needed to make sure the car performed as well," said Hendrick. He said the Saturn performed better than the imports, some of

see SATURN, page 56



World Congress to hear Losh and Benefield

J. Michael Losh, general manager of Oldsmobile, and Jerry L. Benefield, president of Nissan Motor Manufacturing Corp. U.S.A., will speak at the Tuesday morning session of the 1990 Automotive News World Congress.

The 14th World Congress, held in conjunction with the North American International Auto Show, will be held Sunday through Wednesday, Jan. 7-10, at the Westin Hotel in Detroit and is expected to draw industry leaders from around the world.

Benefield began his automotive career in 1962 with Ford Motor Co. His last position with Ford was manager of the Dearborn, Mich., assembly plant.

Benefield joined Nissan in 1980 as vice president of manufacturing and was promoted to president and chief executive officer in 1988.

Losh joined General Motors in 1970 as a staff assistant at Inland Division. In 1972, he was transferred to GM's New York office as senior staff assistant of the treasurer's office. Two years later he was promoted to director of profit analysis and forecasts.

He has served as director of product programs in Detroit, director of finance at GM Brazil and president and managing director of GM Mexico.

Losh spent five years as general manager of Pontiac before joining Oldsmobile last June.



Register for World Congress Page 19

RECREATION ON WHEELS

Van converters join automakers in use of CSI data

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

The advent of new consumer satisfaction indices, similar to those used by automakers, is bringing a new level of sophistication to van converters.

Glaval Inc. of Elkhart, Ind., is using J.D. Power for consumer research. Glaval incorporated feedback from its first survey into its 1990 products.

A number of other converters are using Service Marketing Unlimited of Fort Worth, Texas.

They include: Mark III Industries of Ocala, Fla.; Starcraft Corp. of Goshen, Ind.; Coachmen Vans of Elkhart, Ind.; U.S. Conversions of Elkhart, Ind.; Good Times Van of Bentley, Texas; Aztec Custom Vans of Elkhart, Ind.; and Royal Vans of Texas, Round Rock, Texas.

Jake Cash, chairman of Service Marketing, said repeat buyers are becoming an increasingly bigger factor in van conversion sales, and

his firm is working with converters to develop programs to attract them.

Almost 26 percent of new-van customers are people buying their second, third or fourth such vehicle, and the number is growing steadily, Cash said.

Yet, only 10 percent of those customers are buying the same brand they previously owned.

"With repeat buyers being such a high factor in the market, we need research to help converters retain their customers," Cash said.

"In the final analysis, customer retention will help determine the ultimate success of a converter."

The company has been surveying van buyers for its converter customers within a month or two after the sale and again at nine months to determine their initial reasons for buying the vehicle and contentment with its quality.

It rates individual converters against an industry average, but

releases its findings to them on a confidential, individual basis.

Still, the converters are free to use the findings as a sales tool in their dealer recruiting and/or marketing efforts and also to correct any weaknesses in their products or services.

Meanwhile, Glaval "wanted our conversion van owners to really tell us what they liked and didn't like about our product," said William T. Becker, vice president of marketing, advertising and consumer relations.

The company produces Gladiator conversions on Chevrolet chassis, Universal conversions on Ford chassis and Auto Form conversions on GMC chassis.

"We've made some improvements on this year's models and strengthened and expanded customer service after the sale, based on responses to our survey," Becker said.

Ken Chotiner, J.D. Power coord-

inator on the Glaval project, said Glaval generated a 35 percent response rate from customers, about 10 percentage points higher than the norm on CSI studies.

The company got good scores on components that it manufactured, such as seating/fabric, woodwork and fiberglass.

The survey found that 87 percent of owners said they would buy another Glaval conversion.

The company made changes in some areas in which the survey showed it was weak.

It completely changed the wiring system on its 1990 models.

The system now includes automotive-type connectors, a simplified routing matrix, wiring covered by convoluted plastic conduits and a backup system.

The company also redesigned its seats to be more user-friendly, while adjusting the location of mechanisms for slide and recline.

It also increased the storage ca-

capacity of its vans by adding more pockets and separate storage areas in the overhead consoles and under the rear seats.

It relocated the TV sets in its vehicles to improve the viewing angle for passengers and eliminate the potential for passengers to bump their heads when getting in and out of the vehicle.

To improve service after the sale, Glaval is including a detailed, easy-to-understand owner's manual with its 1990 models.

It also computerized its warranty information to address customer requests and is providing more information for dealers to help them understand its products.

It enlarged its inventory of replacement parts to speed up shipments to dealers.

Becker said Glaval's relationship with J.D. Power is still in its infancy and that Glaval intends to continue using the research firm to monitor its CSI.

RV sales fall; fewer vans sent to converters

RV wholesale shipments to dealers totaled 28,700 in September, down 12.23 percent from a year earlier.

Shipments for the first nine months of 1989 are off 5.75 percent to 309,600 from 1988's pace, according to the Recreation Vehicle Industry Association.

Total RV wholesale shipments during the 1980s exceed 3.3 million units and may top 3.4 million, depending on fourth-quarter industry results, RVIA said.

Van conversion shipments, though off in September, continue to bolster the industry's nine-month total.

Converters shipped 14,200 vans to dealers in September, 7.79 percent fewer than last year.

Van conversion shipments totaling 154,800 for the first nine months of the year, slightly ahead of 153,300 a year earlier.

Raw chassis shipped by Detroit

Recreational Vehicle Wholesale Deliveries

	Sept. 1989	Sept. 1988	% change	9 mon. 1989	9 mon. 1988	% change
Travel trailers	3,900	4,000	- 2.5	43,800	47,800	- 8.4
Park Trailers	500	600	-16.7	5,600	5,400	+ 3.7
Travel trailers—fifth wheel	2,300	2,500	- 8.0	22,600	24,300	- 7.0
Folding camping trailers	2,600	3,100	-16.1	25,600	32,700	-21.7
Truck campers	800	900	-11.1	8,200	9,000	- 8.9
Towable RV total	10,100	11,100	- 9.0	105,800	119,200	-11.2
Conventional (type A)	2,600	3,700	-29.7	27,700	31,600	-12.3
Van Campers (type B)	400	300	+33.3	4,000	3,900	+ 2.6
Chopped vans (all)	1,400	2,200	-36.4	17,300	20,500	-15.6
Motor home total	4,400	6,200	-29.0	49,000	56,000	-12.5
Van conversions	14,200	15,400	-7.8	154,800	153,300	+ 1.0
TOTAL ALL RVs	28,700	32,700	-12.2	309,600	328,500	- 5.8

Source: Recreation Vehicle Industry Association

van manufacturers to converters indicated a slowdown of activity for October and November.

General Motors, Ford Motor Co. and Chrysler Motors shipped 23,100 vans to converters in September, 40.31 percent fewer than a year earlier.

The slowdown was sharper for compact than for full-sized vans.

Detroit manufacturers shipped 4,200 compact chassis to convert-

ers, 46.84 percent fewer than last year. They shipped 18,900 full-sized chassis, 38.64 percent fewer than a year ago.

For nine months of calendar 1989, Detroit manufacturers shipped 154,200 chassis to converters, down 9.56 percent from a year ago. Of them, 120,900 were full-sized chassis (down 8.69 percent) and 33,300 were compact chassis (down 12.60 percent).

Quigley produces right-hand-drive vans

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

Quigley Motor Co. of Manchester, Pa., a four-wheel-drive van converter, has begun producing right-hand-drive versions of its vans for export to Australia and Europe.

The company produced its first unit for Australia, and a major British importer is interested in 100 to 200 similar units for the British Isles during the next two model years.

Bill Quigley, company president, declined to identify the importer.

He said the importer was primarily interested in General Motors chassis-based models and some Ford Econoline-based units.

Quigley said his wholesale price for such conversions purchased as a package is \$11,250.

That includes \$5,250 for the 4wd conversion and \$6,000 for the right-hand-drive conversion. The prices are in addition to the cost of

the chassis.

Quigley said that if right-hand drive were ordered without 4wd, the cost would be over \$6,000.

Quadra-Version, Quigley's 4wd conversion system, is available on all full-sized vans, GM compact vans and Ford Super Duty trucks.

Quigley built its 4wd/right-hand-drive model on a full-sized GM van. It also moved the cargo doors from the right to the left side for safety and convenience.

The total right-hand-drive conversion process required many changes to driver controls in order to produce a functional mirror image of the original vehicle, Quigley said. Even the side-view mirrors had to be switched and rotated 180 degrees to retain their separate functions.

Through the use of specially fabricated plate, the van's firewall was modified extensively to allow for movement of the steering column/shifter assembly, the master

cylinder/power brake unit and the accelerator and brake pedals to the right side of the vehicle.

The hood was altered to provide clearance for the relocated master cylinder/power brake assembly.

Another plate was fabricated for the left side of the firewall to provide a new mounting location for the front heater/air conditioner that had originally been mounted on the right.

To make that reversal, the heater/air conditioner box was split and modified, leaving the fan and blower housing in its original position.

The rest of the box, including the heater core and air conditioner, was moved to the left side of the van.

Through the use of specially designed mounting bracketry, the steering gear was installed on the opposite side of the vehicle's frame.

RV BRIEFS

GM, RVIA agree

RESTON, Va. — The Recreation Vehicle Industry Association and General Motors announced agreement on a plan that will attempt to allow van converters to maintain seat assembly design flexibility while still conforming to the requirements of safety standard 208.

Standard 208, which becomes effective in September 1991, will require dynamic testing of seats, seat belts and all related components on light trucks, vans and multi-purpose vehicles with gross vehicle weights of 8,500 pounds or less and unloaded weights of 5,500 pounds or less.

RVIA officials were concerned that interpretation of standard 208 by automakers might pose a threat to the seating flexibility that is vital to van converters.

Its Federal Motor Vehicle Safety Standard Task Force welcomed a GM proposal to create a series of projected best case/worst case seat assembly designs and specifications, including seats, pedestals and belt assemblies, for prototypes to be built by van seating manufacturers.

Chrysler plans to do its own testing of van seating and will provide the association with testing information. Its long-term goal is to continue to supply converters with the seat-delete option and to provide sufficient data to seating suppliers, RVIA said.

Ford plans to establish a Qualified Vehicle Modifiers program that will set minimum standards that van converters must meet to continue receiving Ford chassis. It

will probably give converters a choice of ordering an RV prep package that includes the basic seat or a standard seat-delete package like that currently offered, RVIA said.

Compliment change

COMANCHE, Iowa — Three former employees of Compliment Vans, who purchased all its assets from Neoax Inc., have changed its name to Compliment Conversions. The new owners are David D. Dulany, president; Daniel McChane, vice president in charge of sales; and Rich Nelson, vice president in charge of production.

The new owners plan to increase production and employment at the plant and will introduce several new products in mid-December.

Compliment has produced some 28,000 conversions. It markets them in every state and also exports them.

Wetherby diversifies

FORT WORTH, Texas — Wetherby Enterprises, which produces various pickup, van and sport-utility conversions, has contracted to produce a line of treatment monitoring vans for Western Petroleum Services International.

Under its agreement, Wetherby is producing six vans, called TMVs, for Western. The latter will sell them in China.

The TMVs are being assembled at Wetherby's Mansfield, Texas, plant, according to Phil Wetherby, company chairman.



Compliment co-owners, from left: Nelson, Dulany and McChane

PRODUCTION

3-day week cuts build to 81,663 cars

By Kathy Boyer

AUTOMOTIVE NEWS STAFF REPORTER

With two car plants closed and a short work week due to the Thanksgiving holiday, last week's scheduled output nose-dived from the prior week's build.

Automakers targeted production of 81,663 units last week, 39.00 percent below the previous week and 8.91 percent below the year-ago week, which also was a holiday week.

So far this year, 6,284,573 cars have been assembled, 2.36 percent below last year's total at this point.

Last week's estimated production was split as follows: General Motors, 42.82 percent; Ford Motor Co., 26.10 percent; Chrysler Motors, 12.31 percent; Honda of America Manufacturing, 5.20 percent; Mazda Motor Manufacturing (U.S.A.) Corp., 3.26 percent; Toyota Motor Manufacturing U.S.A., 3.03 percent; New United Motor Manufacturing Inc., 2.69 percent; Diamond-Star Motors, 2.51 percent; Nissan Motor Manufacturing Corp. U.S.A., 1.68 percent; and Subaru-Isuzu Automotive, 0.40 percent.

Last week's scheduled truck build of 51,437 units fell 32.79 percent from the previous week and slipped 0.50 percent from the year-ago week.

Year-to-date, 3,573,641 trucks have been assembled, 0.05 percent below last year's output at this time.

GM continues to extend downtime at its plants. The Doraville, Ga., plant was scheduled to resume operations last week but remained idle and will also be down this week along with the Fairfax, Kan., facility.

Both are closed because of slow sales. No dates have been set for the plants to reopen.

GM's Wentzville, Mo., car and Janesville, Wis., truck plants were idle last week due to sluggish sales. The plants are expected to resume assembly today.

Chrysler's St. Louis car plant and its Grand Wagoneer line at the Toledo, Ohio, plant resumed operations last week after being idle to adjust inventories.

All plants were idle last Thursday and Friday due to the holiday.

Canada cars slip on GM cutback

Canadian car assembly dipped last week from the prior week as General Motors halted production of its Buick Regal and cut back on Chevrolet Lumina output.

Scheduled output of 18,667 fell 20.84 percent from the previous week but rose 5.40 percent over the year-ago week, when one plant was closed for model changeover and one for inventory adjustment.

Truck production was estimated at 19,290 units last week, 1.01 percent below the prior week and 7.88 percent below the year-ago week.

GM laid off 4,000 Buick Regal assemblers at its Oshawa, Ontario (No. 2), plant last week in response to sluggish sales.

No date was set for production to resume.

U.S. CAR	Week Ended Nov. 25, 1989	Week Ended Nov. 26, 1988	Week Ended Nov. 18, 1989	Nov. to Date	Jan. 1 to Nov. 25, 1989	Jan. 1 to Nov. 26, 1988
Horizon	500	0	1,267	3,611	31,432	72,710
Sundance	1,200	1,528	2,054	6,451	93,073	94,178
Reliant	0	1,301	0	0	0	82,940
Acclaim	1,600	531	2,954	9,754	117,200	3,269
Caravelle	0	0	0	0	0	9,265
Gran Fury	0	0	0	0	0	19,199
Total Plymouth	3,300	3,360	6,275	19,816	241,705	281,561
LeBaron K	0	0	0	0	0	7,912
LeBaron J	0	1,429	0	0	85,779	78,248
LeBaron GTS	0	133	0	0	2,946	8,490
N. Yorker C-Class	750	1,403	962	3,377	71,814	96,106
Fifth Avenue	450	0	970	3,108	24,024	29,710
Imperial	350	0	596	1,850	3,536	0
Total Chrysler	1,550	2,965	2,528	8,335	188,099	220,466
Omni	700	0	1,138	3,803	33,478	71,512
Daytona	0	941	0	0	66,925	71,064
Shadow	1,500	1,220	2,615	8,189	93,399	92,678
Aries	0	1,465	0	0	82,032	0
Dodge 600	0	0	0	0	0	8,549
Dynasty	1,800	1,711	2,987	10,045	121,148	101,193
Lancer	0	132	0	0	1,528	8,433
Spirit	1,200	647	2,358	7,254	100,506	3,003
Diplomat	0	0	0	0	0	17,552
Total Dodge	5,200	6,116	9,098	29,292	416,984	456,016
CHRYSLER MOTORS	10,050	12,441	17,901	57,442	846,788	958,043
Escort	4,436	5,630	8,435	28,714	323,750	376,930
Mustang	1,499	2,264	0	3,727	173,485	182,887
Tempo	1,892	2,164	3,107	9,498	135,320	167,482
Taurus	5,556	4,635	8,036	25,805	329,938	359,889
Thunderbird	2,019	1,424	2,900	8,998	130,083	99,725
Total Ford Div.	15,402	16,117	22,478	76,742	1,092,576	1,186,713
Topaz	841	806	1,236	3,530	61,313	64,257
Cougar	1,328	938	2,132	7,532	111,035	78,093
Sable	831	2,203	2,301	7,790	108,923	123,124
Total Mercury	3,000	3,947	5,671	18,843	261,271	265,474
Continental	873	936	1,469	4,907	59,340	48,585
Mark VII	292	472	491	1,619	19,246	25,356
Tempra	1,748	1,412	2,940	9,808	113,763	112,990
Total Lincoln	2,913	2,820	4,900	16,335	192,349	186,931
Total L-M Div.	5,913	6,767	10,571	35,178	473,620	452,405
FORD MOTOR CO.	21,315	22,884	33,049	111,920	1,566,196	1,639,118
Skyhawk	0	576	0	0	6,913	24,922
Skyline/Somerset	1,152	1,157	1,861	6,125	60,568	48,337
Century	1,233	1,868	2,012	7,024	114,915	128,764
Riviera	363	383	586	1,889	18,652	10,791
Electra	0	1,512	1,591	4,333	71,852	81,633
LeSabre (fwd)	2,142	1,817	3,092	10,867	140,662	122,804
LeSabre (rwd)	174	134	190	779	7,157	9,063
Reatta	121	0	0	452	5,752	8,722
Total Buick	5,185	7,447	9,332	31,470	426,471	435,036
Cimarron	0	0	0	0	0	3,693
Eldorado	305	451	650	2,003	27,113	32,222
Seville	363	340	717	2,213	21,048	21,126
Brougham (rwd)	750	524	1,304	2,663	49,875	32,326
DeVille (fwd)	2,265	2,996	3,593	11,719	167,270	145,325
Allante	45	45	75	240	2,887	1,939
Total Cadillac	3,728	4,356	6,339	18,838	268,193	236,631
Cavalier	4,405	3,894	6,590	23,754	329,924	325,079
Camaro	1,287	1,532	2,005	6,323	92,338	89,855
Celebrity	0	2,718	0	0	70,720	172,164
Corsica/Beretta	5,124	5,296	8,476	23,099	333,979	396,166
Caprice	1,467	2,258	2,583	6,740	152,118	189,118
Corvette	336	315	560	1,759	22,970	20,964
Total Chevrolet	12,619	16,013	20,214	61,674	1,002,049	1,193,346
Calais	1,008	1,930	1,703	5,440	81,234	106,711
Firenza	0	0	0	0	0	5,230
Cutlass Ciera	1,332	999	2,234	6,622	79,014	31,772
Cutlass Supreme	0	0	0	6,439	103,550	130,208
Toronado	361	196	284	1,122	8,890	13,958
88 (fwd)	978	2,006	3,256	10,105	131,027	143,433
88 (rwd)	165	81	214	499	7,160	10,145
98	855	1,069	1,489	4,776	65,872	67,615
Total Oldsmobile	4,699	6,281	9,180	35,004	476,747	509,072
Sunbird	1,811	1,429	3,366	12,240	137,375	100,986
Grand Am	2,880	3,071	0	5,808	207,655	220,714
Firebird	663	962	1,195	3,950	52,681	60,191
Grand Prix	2,466	2,376	3,812	6,278	117,333	132,603
Pontiac 6000	906	1,437	1,539	4,865	72,452	85,008
Bonneville	0	1,749	1,743	4,783	84,446	110,421
Safari/Parisienne	0	75	0	0	2,691	6,894
Fiero	0	0	0	0	0	13,297
Total Pontiac	8,726	11,099	11,655	37,924	674,633	730,114
GENERAL MOTORS	34,957	45,196	56,720	184,909	2,848,093	3,104,199
DIAMOND-STAR	2,048	0	3,384	10,420	79,825	0
HONDA	4,250	4,530	7,442	23,362	332,377	335,697
Civic	1,100	1,551	2,170	7,508	120,252	100,116
Accord	3,150	2,979	5,272	15,854	212,125	235,581
MAZDA†	2,666	2,795	4,474	14,316	187,374	143,377
NISSAN	1,372	1,299	2,368	7,488	106,415	101,302
NUMMI	2,200	509	3,900	12,087	178,940	118,773
Corolla	1,000	424	1,804	5,607	73,601	47,973
Geo Prizm/Nova	1,200	85	2,096	6,480	105,339	70,797
SUBARU-ISUZU*	330	0	545	1,741	4,157	0
TOYOTA	2,475	0	4,099	13,124	134,408	0
VOLKSWAGEN	0	0	0	0	0	35,997
Golf/GTI	0	0	0	0	0	30,444
Jetta	0	0	0	0	0	5,553
Total Cars, U.S.	81,663	89,654	133,882	436,810	6,284,573	6,436,506
Total Cars, Canada	18,667	17,710	23,580	84,446	912,161	955,571
U.S., Canada Cars	100,330	107,364	157,462	521,256	7,196,734	7,392,077
U.S., Canada Cars and Trucks	171,057	179,999	253,482	586,065	11,814,327	11,998,822

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe

CANADIAN CAR	Week Ended Nov. 25, 1989	Week Ended Nov. 26, 1988	Week Ended Nov. 18, 1989	Nov. to Date	Jan. 1 to Nov. 25, 1989	Jan. 1 to Nov. 26, 1988
Premier.....	0	1,281	0	2,050	30,848	55,243
CHRYSLER MOTORS	0	1,281	0	2,050	30,848	55,243
Tempo.....	2,247	3,411	2,428	8,683	118,380	156,899
Topaz.....	964	1,704	1,022	5,225	52,945	62,848
Crown Victoria.....	2,118	2,799	2,091	8,802	107,941	118,238
Grand Marquis.....	2,139	2,774	2,361	9,048	116,477	120,005
FORD MOTOR CO.	7,468	10,688	7,902	31,758	395,743	457,990
Celebrity.....	1,145	387	1,114	4,013	23,906	19,192
Cutlass Ciera.....	2,254	3,467	2,207	7,817	111,084	204,474
Lumina.....	4,400	0	7,265	22,590	165,487	0
Pontiac 6000.....	0	0	0	0	0	29,690
Regal.....	0	10	1,516	4,253	70,121	139,603
GENERAL MOTORS	7,799	3,864	12,102	38,591	370,598	392,959
HONDA.....	2,100	1,698	2,305	7,799	78,065	43,537
HYUNDAI*	300	0	300	1,080	13,280	0
TOYOTA.....	820	0	827	2,556	16,249	0
VOLVO.....	180	179	144	612	7,378	5,842
Total Cars, Canada	18,667	17,710	23,580	84,446	912,161	955,571

U.S. TRUCK	Week Ended Nov. 25, 1989	Week Ended Nov. 26, 1988	Week Ended Nov. 18, 1989	Nov. to Date	Jan. 1 to Nov. 25, 1989	Jan. 1 to Nov. 26, 1988
Caravan.....	1,200	1,242	2,499	7,554	97,637	83,612
Dakota.....	1,100	1,381	2,353	6,978	85,366	98,479
Caravan C/V.....	50	66	92	295	5,997	11,219
Ram pickups.....	1,000	1,368	1,918	5,825	83,558	76,997
Total Dodge.....	3,350	4,057	6,862	20,651	272,558	270,307
Cherokee.....	2,500	2,281	4,275	13,442	194,201	169,528
Comanche.....	200	451	367	1,136	24,359	40,288
Grand Wagoneer.....	150	210	0	475	8,927	12,749
Wagoneer.....	100	124	138	500	7,250	9,880
Total Jeep.....	2,950	3,066	4,780	15,552	234,737	232,445
Voyager.....	1,100	1,248	2,295	6,947	91,227	77,755
Town & Country.....	15	0	38	104	3,118	0
Total C-P Div.....	1,115	1,248	2,333	7,051	94,345	77,755
CHRYSLER MOTORS	7,415	8,371	13,975	43,254	601,640	576,961
Aerostar.....	2,820	2,985	4,296	13,251	201,545	188,098
Bronco.....	811	1,020	1,215	3,927	64,853	51,865
Bronco II.....	1,705	1,704	2,844	8,841	108,174	110,280
Econoline.....	2,519	3,130	2,059	8,873	195,519	220,917
Mediums/Heavies.....	767	707	0	2,845	51,930	59,480
Light trucks.....	6,131	6,676	9,196	31,687	474,048	448,660
Ranger.....	3,565	4,191	5,670	19,077	283,742	294,875
Total Ford Div.....	18,318	20,413	25,280	88,502	1,377,818	1,374,155
FORD MOTOR CO.	18,318	20,413	25,280	88,502	1,377,818	1,374,155
Astro.....	1,700	2,121	2,809	9,418	146,925	160,866
Blazer.....	278	307	0	995	23,749	24,006
Lumina APV*.....	718	0	1,197	3,823	14,415	0
Mediums/Heavies.....	257	227	397	1,207	7,275	18,361
P-Model.....	457	0	728	2,012	27,208	36,773
Pickups.....	4,612	5,027	7,610	23,348	363,505	334,056
S-10.....	3,060	3,432	4,815	12,838	217,432	277,611
S-10 Blazer.....	1,787	2,144	1,534	8,539	158,202	155,801
Sportsvan/Van.....	1,065	0	1,587	5,512	86,786	86,204
Suburban.....	604	821	0	1,590	64,312	64,239
Total Chevrolet.....	14,538	14,079	20,677	69,281	1,099,693	1,157,920
Jimmy.....	139	89	0	555	7,595	7,017
Mediums/Heavies.....	475	358	480	1,756	12,415	32,483
P-Model.....	71	0	145	262	3,663	4,679
Pickups.....	1,361	1,971	1,923	8,075	111,181	102,468
S-15.....	979	782	2,015	4,410	54,077	63,655
S-15 Jimmy.....	805	629	389	3,089	46,130	43,955
Safari.....	736	509	1,437	3,952	40,861	41,104
Suburban.....	648	367	0	3,053	29,651	28,465
Vandura/Rally Vans.....	414	0	884	2,393	27,465	30,617
Total GMC.....	5,628	4,705	7,253	27,545	333,047	354,443
Olds Silhouette*.....	186	0	312	988	2,813	0
Pontiac Trans Sport*.....	324	0	540	1,721	5,301	0
GENERAL MOTORS	20,676	18,784	28,782	99,535	1,435,781	1,512,363
NAVISTAR.....	894	1,080	1,500	3,903	71,088	79,261
NISSAN.....	1,734	1,398	3,002	9,669	111,149	85,323
SUBARU-ISUZU.....	330	0	545	1,739	4,155	0
AM GENERAL*.....	270	270	450	1,440	20,610	20,880
MISCELLANEOUS*.....	1,800	1,380	3,000	9,600	131,400	106,720
Total Trucks, U.S.	51,437	51,696	76,534	257,642	3,753,641	3,755,663

CANADIAN TRUCK	Week Ended Nov. 25, 1989	Week Ended Nov. 26, 1988	Week Ended Nov. 18, 1989	Nov. to Date	Jan. 1 to Nov. 25, 1989	Jan. 1 to Nov. 26, 1988
Caravan.....	3,395	3,384	3,576	11,394	134,009	130,066
Caravan C/V.....	100	206	101	336	9,107	11,072
Ram Wagon.....	1,530	651	1,555	3,591	25,254	24,413
Ram Van.....	300	1,809	545	1,947	63,008	66,624
Total Dodge.....	5,625	6,050	5,777	17,268	231,378	232,175
Voyager.....	2,521	2,620	2,601	8,453	114,128	116,204
Total Plymouth.....	2,521	2,620	2,601	8,453	114,128	116,204
Wrangler.....	1,500	1,282	1,460	2,960	66,473	47,487
Total Jeep.....	1,500	1,282	1,460	2,960	66,473	47,487
CHRYSLER MOTORS	9,646	9,952	9,838	28,680	411,979	395,866
FORD MTR. (lt. trks.)	2,614	3,579	2,606	10,836	147,720	148,894
Light trucks.....	3,185	3,935	2,690	12,295	148,160	142,595
Vans.....	1,635	1,462	1,684	5,801	56,069	55,561
Total Chevrolet.....	4,820	5,397	4,374	18,096	204,229	198,156
Light trucks.....	1,695	1,390	2,145	5,218	65,737	70,344
Vans.....	315	621	321	1,374	24,329	27,348
Total GMC.....	2,010	2,011	2,466	6,592	90,066	97,692
GENERAL MOTORS	6,830	7,408	6,840	24,688	294,295	295,848
MISCELLANEOUS.....	200	0	202	605	9,958	10,474
Total Canada	19,290	20,939	19,486	64,809	863,952	851,082
Total U.S. Trucks	70,727	72,635	96,020	322,451	4,617,593	4,606,744